
VISITOR IMPROVEMENT FUND ADVISORY BOARD

Regular Meeting Agenda

December 8, 12:00 p.m.

City Hall, Rifle, Colorado
Conference Room
202 Railroad Avenue

The Board may take action on any of the following agenda items as presented or modified prior to or during the meeting, and items necessary or convenient to effectuate the agenda items.

- 12:00 p.m. 1. Call to Order and Roll Call
- 12:01 p.m. 2. Approve Minutes from November 10, 2015 Regular Meeting
- 12:02 p.m. 3. Consider approval for grant applications
 A. Bookcliff Arts Center
 B. Hometown Holidays/Chamber of Commerce
 C. Rifle High School Summer Baseball Program
- Review the breakdown of the 2015 budget
- 12:30 p.m. 4. Discuss absence policy and VIF Chair position
- 12:40 p.m. 5. Discuss proposed updates to grant application
- 12:50 p.m. 6. Discuss thoughts on the Wayfinding Signage
- 12:55 p.m. 7. Review VIF Primer

The order and times of agenda items listed above are approximate and intended as a guideline for the Board

Next Regular Meeting: January 12, 2016

The VIF Advisory Board has three Grant Cycles. The **Grant Cycle/Deadline** to submit the application are: December/October 31st, April/February 28th, and August/June 30th

**VISITOR IMPROVEMENTS FUND
ADVISORY BOARD MEETING**

Tuesday, November 10, 2015
REGULAR MEETING
Noon * City Hall Conference Room

A regular meeting of the Rifle Visitor Improvements Fund Advisory Board was called to order at 11:59a.m. by Chair Kevin Kelley.

PRESENT AT ROLL CALL: Board Members Angela Strode, Bob Gardner, Keith Lambert, Kevin Kelley, Kristine Llacuna, Sara Brainard, and Tanya Doose.

Board Member Llacuna moved to excuse Board Member Billings from today's meeting; seconded by Board Member Brainard. Motion passed.

OTHERS PRESENT: AmeriCorps Intern Cathleen Anthony; Planning Director Nathan Lindquist (by phone); Rifle Area Chamber of Commerce President/CEO Andrea Maddalone; Chamber Event Planner Gina Reece-Long, June Renfro and Marcey Hodshire of the Bookcliff Arts Center, Downtown Development Authority Manager Helen Rogers.

APPROVE MINUTES FROM SEPTEMBER 9, 2015 REGULAR MEETING

Board Member Doose moved to approve the minutes as presented; seconded by Board Member Strode. Motion passed.

REVIEW EVALUATION FORM

Board reviewed the evaluation form on the previous grant awarded to the Bookcliff Council on Arts and the Humanities.

CONSIDER GRANT APPLICATIONS

The Bookcliff Arts Council presented on grant request application.

The Rifle Area Chamber of Commerce presented on grant request application.

The Board reviewed grant application request for the Rifle High School Summer Baseball Program.

RECEIVE UPDATE ON MARKETING AND SIGNATURE EVENTS

Planning Director Nathan Lindquist updated the Board on VIF-funded plans for marketing and signature events.

Board member Lambert moved to accept the document on face value and proceed with the plan; seconded by board member Strode. Motion passed.

Meeting adjourned at 1:13 p.m.



**Visitor Improvement Fund
City of Rifle
202 Railroad Avenue
Rifle, CO 81650**

<i>For Office Use Only</i>	
VIF Approved the grant request:	Yes No
Date approved:	
Amount approved:	
Was this expense included in the budget:	Yes No
Council Approval:	Yes No
Date Approved by Council:	
Approval:	
Budget #:	

Application for Funding

Applicant Information

Date: _____	
Organization Name: _____	
Address: _____	
Contact Person: _____	
Phone Number: _____	E-mail address: _____
Federal Tax Id: 84-1087796	State Tax Id: 20011219664

Organization Summary

Organization's Board of Directors or Trustees

Name	Phone #	e-mail address
	970-309-9796	gwcutting3@gmail.com
	970- 625-3043	junerenfro@comcast.net
	970-355-2525	mhuffine9@gmail.com
	970-625-1889	genie4health@yahoo.com
	970-625-1889	sgallyart@gmail.com

Summary of Organizations History

BCAH was established in 1989. In 2001, with funds from the Aspen Foundation and private donors, five acres in Rifle were purchased. Outbuildings were turned into a humanities building, clay center, meeting center and gallery. Garden plots were added in 2010. A well-attended concert series occurs annually.

Grant Request

Amount requested from VIF: \$7,500.00

Number of people benefiting from the funding: 500

In what way will they benefit: The First Fridays campaign has been successful in showcasing local artists. Hanging the art in key areas have enticed out of town visitors and locals. The aesthetic beauty of the landscaping and garden have benefited community members and brought people for all over the county together.

Has your organization applied for a grant from the VIF before? Yes No

If so, when was the last year your organization received a grant payment from VIF? 2015

How much was the grant for? \$4,000.00

What was the grant for? Program & Capital Improvement: Visual Arts, Garden Arts, Humanities Building.

If funds were granted previously by VIF, what has been your plan to create a sustainable program

a well-established program that assists community members with healthy food at an affordable price. Many families in the Rifle-area have assisted with the garden plots, also promoting outdoor, family activities. The creation of First Fridays couldn't have been possible without the VIF Grant. It has assisted in promoting the talent of Rifle, added to the income of local artists, and created an income source for BCAH.

Brief description of request and why the purpose of your grant request is important to the city of Rifle

The outdoor, park setting the arts center provides is a local charm. Word of mouth and a photo campaign by BCAH has brought people to Rifle from all over Western Colorado.

Description of current programs, activities and accomplishments:

Description of activities planned to accomplish these goals

Timetable for implementation: Three weeks for Garden Arts, 12 months for First Fridays.

Evaluation

What will be the measurable results: (for example how many people with the project serve)
How will the organization define and measure success:
To what degree will the project and/or organization have a long-term sustainable value to the community of Rifle

The projects show visitors and even surrounding areas that Rifle is a place that promotes healthy lifestyles. Several garden plots are reserved for donating fresh produce to Lift-Up. According to a Marketplace article (2013), art and culture contribute more to the economy than tourism.



**Visitor Improvement Fund
City of Rifle
202 Railroad Avenue
Rifle, CO 81650**

<i>For Office Use Only</i>	
VIF Approved the grant request:	Yes No
Date approved:	
Amount approved:	
Was this expense included in the budget:	Yes No
Council Approval:	Yes No
Date Approved by Council:	
Approval:	
Budget #:	

Application for Funding

Applicant Information

Date: 10.20.15

Organization Name: THE RIFLE AREA CHAMBER OF COMMERCE

Address: 100 E. 11th ST. RIFLE, CO 81650

Contact Person: GILVA REECE LONG

Phone Number: 625.2085 x4 E-mail address: events@riflechamber.com

Federal Tax Id: 84-0431584 State Tax Id: 0409100

Organization Summary

Organization's Board of Directors or Trustees

Name	Phone #	e-mail address
<u>KASEY NISPEL</u>	<u>625.5075</u>	<u>kasey@pearsonagency.com</u>
<u>ARON DIAZ</u>	<u>456-0011</u>	<u>aron@1437consulting.com</u>
<u>RAMONA JAEGER</u>	<u>876-5020</u>	<u>canyoncleaners2000@gmail.com</u>
<u>ROBIN STEFFAN</u>	<u>665-6500</u>	<u>rsteffan@rifleco.org</u>
<u>DARRICK OHR</u>	<u>625.9610</u>	<u>darrickohr@alpinebank.com</u>

Summary of Organizations History

CHERYL CHANDLER	625-4441	cheryl@cherylchandler.com
PEGGY ENGQUIST	625-1589	ckl@sopris.net
BRYAN VASHUS	355-0330	bvashus@amfam.com
RYAN GILBERT	625-1266	ryan.gilbert@bankofcolorado.com

Grant Request

Amount requested from VIF: ⁴ 13,340.72 HUNDREDS ATTENDED IN 2014!

Number of people benefiting from the funding: OPEN TO THE PUBLIC + EVERYTHING IS FREE.

In what way will they benefit: WE WILL ALL BENEFIT FROM THIS COLLABORATION, AND HOPEFULLY HOMETOWN HOLIDAY WILL EVEN BEGIN TO PULL MORE PEOPLE IN FROM OUT OF TOWN, AND AGAIN OUR ENTIRE COMMUNITY WILL BENEFIT.

Has your organization applied for a grant from the VIF before? Yes No

If so, when was the last year your organization received a grant payment from VIF? 2015

How much was the grant for? \$700.00

What was the grant for? PRINTING OF THE TRAIL MAPS.

If funds were granted previously by VIF, what has been your plan to create a sustainable program

WE'RE HOPING FOR A CONTINUED COLLABORATION WITH THE CITY OF RIFLE, RREIX, CRIT, VIF + THE CHAMBER ALONG WITH MULTIPLE OTHER VOLUNTEER ORGANIZATIONS THAT HELP ORGANIZE THIS EVENT.

Brief description of request and why the purpose of your grant request is important to the city of Rifle

THE HOMETOWN HOLIDAY EVENT IS IMPORTANT TO THE CITY OF RIFLE BECAUSE IT BRINGS PEOPLE TO TOWN TO SHOP, EAT, STAY AND ENJOY THE FESTIVITIES OF AN ENTIRE WEEKEND, ALL FOR FREE (THE FESTIVITIES) IT SUPPORTS A COMMUNITY NEED.

Description of current programs, activities and accomplishments:

HOMETOWN HOLIDAY WAS A TRUE SUCCESS IN IT'S FIRST YEAR RUNNING (2014), AND THE CITY OF RIFLE, ALONG WITH OTHER ENTITIES, WOULD LIKE TO SEE THIS BECOME A SIGNATURE EVENT IN RIFLE.

Description of activities planned to accomplish these goals

ACTIVITIES INCLUDE BUSINESS WINDOW DISPLAY CONTEST + SCAVENGER HUNT, SANTA, RHS + CRHS CHOIRS, ANIMAL SHELTER PICTURES WITH SANTA + YOUR PET, A CRAFT FAIR, ORNAMENT MAKING AT THE LIBRARY, HAY RIDES, BONFIRE, PARADE OF LIGHTS, TREE LIGHTING CEREMONY WITH THE MAYOR,

Timetable for implementation: A SHOWING OF POLAR EXPRESS AT BRENDEN 7, ETC.

THE EVENT IS THE FIRST WEEKEND IN DECEMBER (4,5,+6).

Evaluation

What will be the measurable results: (for example how many people with the project serve)
WE HAD TO MOVE THE CRAFT FAIR BECAUSE OF THE AMOUNT OF PEOPLE ATTENDING + COMING TO SEE SANTA.
How will the organization define and measure success: Community Engagement BY:
1) MORE PARTICIPATION IN ACTIVITIES - PARADE, ADDED A 3 RD DAY TO EVENT, PICTURES WITH THE ANNUAL
To what degree will the project and/or organization have a long-term sustainable value to the community of Rifle SHELTER.
THE VALUE WILL BE COMMUNITY WIDE, AND THEY WILL LOOK FORWARD TO THIS COMMUNITY EVENT EACH YEAR!

PANCAKE BREAKFAST, EACH ELEMENTARY WILL BE TREE DECORATING AND SINGING THIS YEAR, ETC.

Hometown Holiday Costs:

Advertising Costs:

1. Radio
 - a. Western Slope Communication: \$1,824
 - b. KMTS: \$1,093
2. TV
 - a. KREX TV: \$5,955
3. Newspaper
 - a. Citizen Telegram/Post Independent: \$1,077.72
 - b. Sweepstakes Campaign thru the Post: \$2,300
4. Banner & Dry Erase Boards
 - a. City of Rifle Banner Permit Fee: \$100
 - b. Micro Plastics Banner & Dry Erase Boards: \$991

Advertising Total Costs: \$ 13,340.72

Traffic Control for the Parade of Lights:

1. A-1 Traffic Control Plans: \$150
2. Day of Event Traffic Control: \$1,074

Traffic Control Total Costs: \$1,224

Staff Costs: \$3,230 (Based on 190 hours @ \$17/hr.)

Craft Fair:

1. Room Rental: \$80
2. City of Rifle/Special Event License Application: \$50

Craft Fair Total Costs: \$130

Decorations/Santa Gifts/Snacks/Volunteer Appreciation

1. Walmart Christmas Trees (15): \$632.68
2. Santa Gifts: \$92.85
3. Rifle Heritage Center/ Snacks & Drinks: \$100
4. Somethin' Sweet Candi Plus/ Santa Hats for all Volunteers: \$282.52

Decorations Total Costs: \$1,108.05

Grand Total Hometown Holiday Costs: \$19,032.77

VIF Fund Request (Advertising Costs): \$13,340.72

The Rifle Area Chamber of Commerce: \$5,692.05



The History of Hometown Holiday:

It used to be called Holly Days and was run by the CT up until 2012, then in 2013 there was no event of any kind for the Christmas holiday.

In early 2014, both the Rifle Area Chamber of Commerce along with Johnson Construction put our minds together to come up with a vision of what the community would want in a holiday event.

Activities of Hometown Holiday:

Window display contest, scavenger hunt, choir concerts, caroling, a craft fair, ornament making, gift wrapping, hay rides, a bonfire, the Parade of lights, a showing of the Polar Express, and of course getting to tell Santa what we desire for Christmas!

Who's Involved:

The Rifle Area Chamber of Commerce & Johnson Construction enlisted the help of many Government entities, businesses, non-profit agencies, and a hoard of volunteers that include:

The City of Rifle, the RREDC, Mainstreet, DDA, Garfield County Library Rifle Branch, CMC, the Brenden 7 Theatre, Tally Ho Shires Draft Horse Teams, KMTS Radio, WSC Radio, the CT/Post Independent, RHS Varsity Choir, RHS Cheerleaders, CRHS Varsity Choir, The Rifle Animal Shelter, Rifle Moms for Moms, Rocky Mtn. Baptist Church, Rifle Methodist Church, Graham Mesa Elementary, Wamsley Elementary, Highlands Elementary, the Rifle Heritage Center, the Silt Historical Society, the Town of Silt, MOPS group, Wells Fargo Bank, and multiple other churches in the area.

Who it helped:

We also wanted to make Hometown Holiday a free event so the entire community and surrounding communities could come and enjoy a holiday event, while also helping out some local non-profits.

We collected Angel Tree gifts for families in need, coats for our annual Coat Drive, and we collected over 1,400 cans of food for our local food bank!

The Impact it had on the Community:

Hometown Holiday was such a wonderful event and was enjoyed by hundreds in the Community that this year we had to expand almost every event.

We moved the Craft Fair to RMS due to the crowds at the Ute Center coming to see Santa

We enlarged the Parade Route due to multiple entries last year and the amount of spectators in a small area.

We increased the hay rides from one wagon to two this year because many families never got to ride last year.

We had to increase the number of movie theatre rooms from 2 viewing rooms to 5 because approximately 650 showed up to see the Polar Express!

We added another entire day to the event, Sunday, and added a Community Choir Concert.

We extended Santa's stay at the Ute due to the overwhelming turn-out to see Santa.

We are voting on the window display contest this year via Facebook because we had so many businesses join the fun, and wanted to give each surrounding town a chance to enter.

We are adding a 40 x 60 tent at the 2nd St. Lot due to the amount of spectators for the Parade of Lights.

The Rifle Animal Shelter added "Pictures with your Pet" as another part of Hometown Holiday.

The Silt Historical Park is also joining the fun this year with their "Vintage Photos with Santa" at the Silt Historical Park.

All 3 elementary schools in Rifle are participating in decorating Christmas trees for a fundraiser for their classrooms.

Extended the hours of the Craft Fair and added double the vendors from last year.

Summary of Hometown Holiday:

The running of the 2014 Hometown Holiday event in Rifle brought such success to the Community & Businesses that the City of Rifle and the GRIT (Greater Rifle Improvement Team) would like to see this event become one of their "Signature Events" in 2016! With the support of other entities outside of the Rifle Area Chamber of Commerce & Johnson Construction, we're hoping to keep growing this event in years to come!



**Visitor Improvement Fund
City of Rifle
202 Railroad Avenue
Rifle, CO 81650**

For Office Use Only

VIF Approved the grant request: Yes No
Date approved:
Amount approved:

Was this expense included in the budget: Yes No
Council Approval: Yes No
Date Approved by Council:

Approval:
Budget #:

Application for Funding

Applicant Information

Date: July 13, 2015

Organization Name: Rifle High School Summer Baseball

Address: 1350 Prefontaine Ave.

Contact Person: Troy Phillips

Phone Number: 970-665-7739 E-mail address: tphillips@garfieldre2.org

Federal Tax Id: 84-0525428 State Tax Id: 98-03441

Organization Summary

Organization's Board of Directors or Trustees

Name	Phone #	e-mail address
<u>Troy Phillips</u>	<u>665-7739</u>	<u>tphillips@garfieldre2.org</u>

Summary of Organizations History

Our summer baseball program has existed for the past 20 years. The two tournaments we host have been taking place for the past 10 years. Please see tournament flyers for information on teams who have attended.

Grant Request

Amount requested from VIF: \$500

Number of people benefiting from the funding: Approximately 15 players, several coaches, + fans/parents.

In what way will they benefit: Money made from these tournaments helps fund the Austin Booth Scholarship as well as the Rifle High School Summer baseball program so the team can play approximately 20 to 30 games each summer.

Has your organization applied for a grant from the VIF before? Yes No

If so, when was the last year your organization received a grant payment from VIF?

How much was the grant for?

What was the grant for?

If funds were granted previously by VIF, what has been your plan to create a sustainable program

Brief description of request and why the purpose of your grant request is important to the city of Rifle

We would like to request extra funds to help pay for workers at the tournament to run scoreboard/music as well as to assist with costs for the summer baseball program.

Description of current programs, activities and accomplishments:

We host the Austin Booth Memorial Wood Bat Tournament (1st week of June) and Rifle Midsummer Tournament (2nd week of July). The first tournament is an 8-team tournament and the second is usually five teams. We get teams from all over including out of state.

Description of activities planned to accomplish these goals

The wood bat tournament raises money for the Austin Booth Scholarship Fund through T-shirt sales primarily. Emails are sent out to coaches across the state to invite them to the tournaments as well as some out-of-state teams.

Timetable for implementation: Flyers/E-mails are given/sent out starting in

January of each year. Bats for wood bat tournament are ordered in April. The tournaments take place in June & July.

Evaluation

What will be the measurable results: (for example how many people with the project serve)

Number of teams that come to the tournament (3 teams x player/parents/fans) = 250 to 300

How will the organization define and measure success:

By how well we are able to fill the tournaments with teams because they want to come back each year.

To what degree will the project and/or organization have a long-term sustainable value to the community of Rifle

Each year we will continue to bring teams from all over the state and out of state which will help fill hotels and showcase our great baseball facilities and tradition in Rifle.

CITY OF RIFLE
 EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 12 MONTHS ENDING DECEMBER 31, 2015

VISITOR IMPROVEMENT FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT	
<u>VISITOR IMPROVEMENT</u>						
204-4650-400-320	PROFESSIONAL SERVICES	800.00	800.00	3,000.00	2,200.00	26.7
204-4650-400-321	VISITOR IMP. & ATTRACTIONS	1,333.34	1,333.34	10,000.00	8,666.66	13.3
204-4650-400-322	HISTORIC PRESERVATION	3,333.33	3,333.33	4,500.00	1,166.67	74.1
204-4650-400-323	SPECIAL EVENTS	22,333.33	22,333.33	45,000.00	22,666.67	49.6
204-4650-400-324	CITY BEAUTIFICATION PROJECTS	1,500.00	1,500.00	3,540.00	2,040.00	42.4
204-4650-400-325	CITY PROMOTION	3,200.00	3,200.00	37,904.00	34,704.00	8.4
204-4650-400-540	ADVERTISING	55.20	55.20	750.00	694.80	7.4
204-4650-400-580	TRAVEL & MEETINGS	1,148.88	1,148.88	1,500.00	351.12	76.6
204-4650-400-610	GENERAL SUPPLIES	.00	.00	34.00	34.00	.0
204-4650-400-899	TRANSFER TO PARKS AND REC	19,000.00	19,000.00	.00	(19,000.00)	.0
204-4650-400-900	CONTINGENCY	.00	.00	50,000.00	50,000.00	.0
204-4650-400-954	OPERATING TRANS OUT - DDA FUND	5,000.00	5,000.00	5,000.00	.00	100.0
	TOTAL VISITOR IMPROVEMENT	57,704.08	57,704.08	161,228.00	103,523.92	35.8
	TOTAL FUND EXPENDITURES	57,704.08	57,704.08	161,228.00	103,523.92	35.8
	NET REVENUE OVER EXPENDITURES	53,828.84	53,828.84	(50,000.00)	(103,828.84)	107.7

Summary of Organization's History

Grant Request

Describe the program/project for which you are requesting funding:

Amount requested from VIF: _____

Number of people who stand to benefit: _____

In what way will they benefit?

Has your organization applied for a grant from the VIF before? Yes No

If so, when was the last year your organization received a grant payment from VIF?

How much was the grant for?

What was the grant for?

If funds were granted previously by VIF, describe your plan to create a sustainable program:

In what way does the program/project of your grant request relate to visitor improvement?

Description of current programs, activities, and accomplishments of your organization:

Description of activities planned to accomplish future goals:

Timetable for implementation:

The Visitor Improvement Fund is generated through a 2.5% Lodging Tax. Please check what areas you believe your request to fall under. The proceeds of the lodging tax shall be used primarily for the following:

Visitor Improvement and Attractions: _____
 Historic Preservation: _____
 Special Events: _____
 City Beautification: _____
 City Promotion: _____

Program/Project Budget

<i>Revenues or other funding sources</i>	
List all sources of funds and level or funding provided	Amount:
Total funds available to the program:	

<i>Projected Expenses of this project</i>	
Expenses	Amount:
Total expenses for the program:	

Evaluation

What will be the measurable results? (For example, how many people will the project serve?)

How will the organization define and measure success of the program/project?

To what degree will the project and/or organization have a long-term sustainable value to the community of Rifle?

Please note that we require a representative of your organization to give a brief presentation at noon the 2nd Tuesday of the month after the grant deadline.

Application Deadline	Appearance and Presentation Date	Board votes on application:
February 28 th	2 nd Tuesday in March	2 nd Tuesday in April
June 30 th	2 nd Tuesday in July	2 nd Tuesday in August
October 31 st	2 nd Tuesday in November	2 nd Tuesday in December

If awarded the funding, do you agree to complete and submit the Project Evaluation Form within 60 days of your completed project/program? (Not completing an evaluation form may hinder any future funding applications submitted to the VIF Advisory Board.) _____